



**General Services Administration
Federal Supply Service
Authorized Federal Supply Service Price List**

**Specialized Item Number:
541 4A Market Research and Analysis Services**

**DUNS # 624508669
EIN # 26-0477250
CAGE Code # 4YQS9**

Business Size: Woman-Owned Small Business

GSA Contract Number GS-07F-0390W

**EIN SOF Communications, Inc.
11601 Wilshire Boulevard, Suite 500
Los Angeles, CA 90025
310-473-5954 – Phone
310-650-0595 - Mobile
310-473-5963 – Fax
Tari@EINSOFcommunications.com**

Customer Information:

1a. Awarded Special Item Number:

Specialized Marketing Services:
541 4A Market Research and Analysis

1b. Pricing:

Not Applicable

1c. Labor Categories (all hourly rates include IFF):

1. Project Executive Director	\$293.18/hour
2. Market Research Director	\$251.88/hour
3. Creative Director	\$251.88/hour
4. Account Director	\$201.50/hour
5. Account Executive	\$176.31/hour
6. Market Research Program Manager	\$125.94/hour
7. Market Research Data Analyst	\$100.75/hour
8. Graphic Artist	\$100.75/hour
9. Subject Matter Experts	\$97.73/hour
10. Administrative/Financial Support Staff	\$73.30/hour
11. Webmaster/Website Developer	\$73.30/hour
12. Proofreader	\$75.56/hour
13. Market Research Database Manager	\$60.45/hour
14. Market Research Outreach Coordinator	\$40.30/hour
15. Market Research Telephone Interviewer	\$30.22/hour
16. Intern	\$15.11/hour

1d. Other Direct Costs (ODC):

1. Focus Group Facilitator/Moderator Guide/Report	\$ 5,037.78/focus group
2. Focus Group Facility Rental	\$1,007.05/half day
3. Sign Language Interpreters	\$ 90.68/hour
4. Computer Activated Realtime Translation (CART)	\$ 95.71/hour
5. Braille	\$ 2.02/page
6. Assistive Listening Devices	\$ 223.78/focus group
7. Focus Group DVD archive	\$ 151.13/unit session
8. Focus Group Parking	\$ 25.19/vehicle
9. Focus Group LCD Projector	\$ 251.88/day
10. Focus Group Focus Vision	\$ 629.69/focus group

2. Maximum Order:

\$1,000.000

3. Minimum Order:

\$100.00

4. Geographic Coverage:

Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to the CONUS port or consolidation point for orders received from overseas activities.

5. Point of Production:

Los Angeles, California

6. Discount from List Prices or Statement of Net Price:

Prices listed are GSA Net, discount deducted. For calculation of the GSA Schedule price (price paid by customers ordering from the GSA Schedule, and the price to be loaded in to GSA Advantage), the contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to be negotiated discounted price (Net GSA Price). Current IFF rate is 0.75%.

7. Quantity Discounts:

+ 3% additional volume discount for orders over \$250,000

8. Prompt Payment Discount:

+ 2% additional discount if paid within 10 days and Net 30 Days

9a. Government Purchase Cards:

Government purchase cards are accepted below micro-purchase threshold

9b. Government Purchase Cards:

Government purchase cards are accepted above micro-purchase threshold

10. Foreign Items:

None

11a. Time of Delivery:

As specified on agency task order or mutually agreed.

11b. Expedited Delivery:

As specified on agency task order or mutually agreed.

11c. Overnight and Two-Day Delivery:

As specified on agency task order or mutually agreed.

11d. Urgent Requirements:

As specified on agency task order or mutually agreed.

12 F.O.B. Point(s):

Destination

13a. Ordering Address:

11601 Wilshire Boulevard, Suite # 500
Los Angeles, CA 90025

13b. Ordering Procedures:

For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3

14. Payment Address:

Same as Contractor:

11601 Wilshire Boulevard, Suite # 500

Los Angeles, CA 90025

15. Warranty Provisions:

Standard Commercial Warranty

16. Export Packing Charges:

Not Applicable.

17. Terms and Conditions of Government Purchase Card Acceptance (any thresholds above the micro-purchase level):

N/A

18. Terms and Conditions of Rental, Maintenance, and Repair:

N/A

19. Terms and Conditions of Installation:

N/A

20. Terms and Conditions of Repair Parts Indicating Dates of Parts Price Lists and Any Discounts from List Prices:

N/A

20a. Terms and Conditions for Any Other Services:

N/A

21. List of Service and Distribution Points:

N/A

22. List of Participating Dealers:

N/A

23. Preventative Maintenance:

N/A

24a. Special Attributes:

EIN SOF uses recycled paper, products and energy efficient lighting, recycles toner cartridges, and only purchases accessible/usable products and services from companies supporting employment of people with disabilities.

24b. Section 508 Compliance:

Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found. The EIT standards can be found at www.Section508.gov. EIN SOF Communications, Inc. Website is Section 508 compliant.

25. Data Universal Number System (DUNS) Number:

624508669

26. Notification Regarding Registration in CCR Database:

EIN SOF Communications, Inc. is registered in the CCR and ORCA databases.

LABOR CATEGORIES (All labor categories include .075% IFF)**1. Project Executive Director****Functional Responsibilities:**

The team leader who is responsible for all aspects of the Project, its vision, execution, staff assignments and supervision. Knowledgeable about social marketing, market research; media analysis; and marketing planning processes, techniques, and tools. Excels at strategic thinking and analysis of varied and complex matters and public policy issues. Experienced and skilled in effective methods to reach targeted markets, particularly people with the full spectrum of disabilities. Applies knowledge about cultural differences and nuance to research, marketing, branding initiatives and media projects. Subject matter expert in disability and corporate networks, and resourceful in providing information and referrals for media-related matters. Mastery in verbal and written communication of ideas, thoughts and trends. Identifies objectives and ensures successful outcomes. Works independently and is adept at simultaneously multitasking on various projects with competing deadlines and delivery dates. Driven by customer satisfaction and highly sensitive and responsive to client needs and requests.

Meets regularly with clients and team members to discuss performance, review priorities and fulfill deliverables. Provides strategic vision, oversight, technical, and procedural leadership and guidance, identifies resources in support of market research, media analysis, creating and evaluating effectiveness of branding initiatives, and marketing planning and implementation. Supports team in interpreting and understanding client's needs and requirements. Provides and interprets information about developments and trends. Monitors quality of processes and results. Provides guidance to all team members to ensure the proper application of technical processes and tools. Develops and evaluates strategies and tactics. Supervises all team members, and market research subcontractor, including focus group moderator, with recruitment, outreach, development of moderator's guide, analysis and final report.

Minimum years experience:

20 years experience

Minimum educational/degree requirements:

Masters degree in Social Work

Applicable training or certification:

UCLA Anderson School of Management's Women's Leadership Institute

2. Market Research Director**Functional responsibilities:**

This subcontractor reports directly to Project Executive Director and works with clients on developing, overseeing and managing multiple long-term research goals, initiatives and deliverables (both quantitative and qualitative) including online and phone surveys, focus group participant outreach and recruitment, development of moderator's guide, moderating focus group, generating analysis and final report. Meets regularly with clients and Project Executive Director to discuss performance, review priorities and fulfill deliverables. Must have excellent oral and written communication skills. Knowledgeable about social marketing, market research, disability public policy, reasonable accommodations and able to communicate effectively with community and corporate networks and executives. Identifies objectives and ensures successful outcomes. Can work independently with intense delivery schedules and deadlines. Adept at multitasking on simultaneous projects. Driven by customer satisfaction and highly sensitive and responsive to client needs, requests and deadlines.

Minimum years experience:

15 years experience in the field conducting both qualitative and quantitative market research including focus groups for clients across a variety of sectors. Must have experience in conducting market research that includes participants with a variety of disabilities.

Minimum educational/degree requirements:

Bachelor of Arts degree

Applicable training or certification:

None

3. Creative Director**Functional responsibilities:**

Works in collaboration with Market Research Director under the supervision of the Project Executive Director to translate market research results and findings into images, graphics and marketing messages of branding collateral for clients. Meets with clients on a regular basis to insure continuity of service and messaging.

Minimum years experience:

15 years experience with projects similar in scope and complexity.

Minimum educational/degree requirements:

Bachelor of Arts in related arts major.

Applicable training or certification:

Ongoing continuing education courses

4. Account Director**Functional responsibilities:**

Works in collaboration with Market Research Director, and Creative Director under the supervision of the Project Executive Director to translate market research results and findings into images, graphics and marketing messages of branding collateral for clients. Meets with clients on a regular basis to insure continuity of service and messaging.

Minimum years experience:

10+ years experience with projects similar in scope and complexity.

Minimum educational/degree requirements:

Bachelor of Arts degree in related arts major.

Applicable training or certification:

Ongoing continuing education courses

5. Account Executive**Functional responsibilities:**

Manages day-to-day operations of assigned projects. Supports Project Executive Director and Market Research Director with outreach, recruitment, signing of participant and client Non-Disclosure Agreements (NDAs), honorariums, coordinating accessibility of third party vendors and focus group facility, and elements of online and phone surveys. Schedules and attends all client meetings, and maintains the deliverable schedule, checking in with team members to ensure project efficiency and that the team exceeds client expectations, delivering on time and on budget. Takes notes and disseminates meeting minutes, drafts status reports and updates for Project Executive Director review and approval. Interfaces with clients as a backup for Project Executive Director and supervises administrative/financial support staff.

Minimum years of experience:

Seven years experience with projects of similar scope.

Minimum educational/degree requirements:

Bachelor of Arts degree

Applicable training or certification:

None.

6. Market Research Program Manager

Functional responsibilities:

Works under the supervision of the Market Research Director and Creative Director to support clients and fulfill projects with both quantitative and qualitative research. Supervises Market Research teams to fulfill timeline deliverables of client reports and timelines with accuracy and efficiency, including database update, outreach, and phone interviews. Knowledgeable about Web accessibility and reasonable accommodations for clients and participants with a variety of disabilities. Assists Market Research Director in project design and implementation, methodology, sampling, and analysis. Supervises Market Research Analyst in preparing reports for clients and incorporating feedback.

Minimum years of experience

Five years experience in similar projects with comparable complexity.

Minimum educational/degree requirements:

Bachelor of Arts degree

Applicable training or certification:

None

7. Market Research Data Analyst

Functional responsibilities:

Coordinates data collection from online, phone and focus group sources. Assists in project design and implementation, methodology, sampling, and analysis. Works with Market Research team in terms of data collection for quantitative and qualitative research.

Minimum years of experience:

Five years experience with projects similar in scope and complexity.

Minimum educational/degree requirements:

Associate of Arts degree.

Applicable training or certification:

None.

8. Graphic Artist

Functional responsibilities:

Supports the Creative Director, Market Research Director and Account Executive in translating research findings into effective and savvy images and graphics for marketing materials and branding collateral, including, but not limited to logo development and/or enhancement, print and electronic brochures, fact sheets, post cards, press kits, blogs,

new media, Facebook pages, social networking applications, etc. Works with Subject Matter Experts on making all collateral accessible to customers with the full spectrum of disabilities. Works with Creative Director and Account Director to protect the client brand initiatives and integrity in all visual elements.

Minimum years of experience:

Five years of experience with projects similar in scope and complexity.

Minimum educational/degree requirements:

Bachelor of Arts degree.

Applicable training or certifications:

Continuing education and comparable work experience.

9. Subject Matter Experts

Functional responsibilities: Leaders of national disability, aging and grass roots organizations who provide key insights into image, disability-aging-savvy language and semantics to protect the integrity of the brand with sophisticated audiences.

Minimum years of experience:

Ten years experience in similar communications-related projects.

Minimum educational/degree requirements:

Bachelor of Arts degree.

Applicable training or certifications:

None.

10. Administrative/Financial Support Staff

Functional responsibilities:

Works with team members on logistics, filing of paperwork, payroll, status reports, contract requirements, administrative issues, invoicing and Quick Books for job costing. Answers phones, replies to e-mail and written correspondence. Works under the supervision of the Account Executive, Director and Project Executive Director to insure efficiency.

Minimum years of experience:

Five years experience and knowledgeable about people with disabilities and reasonable accommodations.

Minimum educational/degree requirements:

Associate of Arts degree or related technical degree.

Applicable training or certification:

Mastery of Microsoft Word Office functions: Word, Excel, PowerPoint, Outlook., etc.
Prepares invoices for clients and supervises Accounts Payable and Accounts Receivable.

11. Webmaster/Website Developer

Functional responsibilities:

Builds functional and accessible Website, and updates regularly, including monitor spam filters and insure privacy of visitors.

Minimum years of experience:

10 years of experience with project similar in complexity.

Minimum educational/degree requirements:

Bachelor of Science degree in Software Engineering

Applicable training or certification:

A+ Certificate, Network+c Certificate, Security+ Certificate, Microsoft Certified Systems Engineer.

12. Proofreader

Functional responsibilities: Proofread all documents before they are sent to client for approval. Incorporate client feedback and prepare recommendations for Project Executive Director and team members for final approval before sending to printer, and/or generating final documents.

Minimum years of experience:

Five years experience in proofreading various kinds of publications including, but not limited to reports, brochures, press releases, and market research reports. Proficiency in English grammar, punctuation and spelling. Basic understanding of layout and format.

Minimum educational/degree requirements:

Bachelor of Arts degree.

Applicable training or certification:

None.

13. Market Research Database Manager

Functional responsibilities:

Works with participant pipelines and community organizations to maintain and update database participants with a variety of qualifying factors such as age, gender, accommodations, socio-economic status, geography that are driven by client requests.

Minimum years of experience:

Four years of experience on similar projects in scope and complexity.

Minimum educational/degree requirements:

Associate of Arts degree.

Applicable training or certification:

None.

14. Market Research Outreach Coordinator

Functional responsibilities:

Works with national organizations, particularly disability, aging and grass-roots organizations to recruit participants for both quantitative and qualitative market research. Supports Market Research Database Manager in keeping database current, and generating new leads to fill the pipeline of prospects. Supports Market Research Director and Project Executive Director in fulfilling client requests for participant profiles in terms of age, gender, diversity, functional limitations, socioeconomic level and geography.

Minimum years of experience:

Three years of experience projects similar in scope and complexity.

Minimum educational/degree requirements:

Associate of Arts degree.

Applicable training or certification:

None.

15. Market Research Telephone Interviewer

Functional responsibilities:

Conducts telephone surveys. Coordinates participants with Market Research Database Manager; Supports research analyst to ensure accurate data collection that is appropriate for the client and meets the needs of the project. Must have excellent phone demeanor and be knowledgeable about disability etiquette.

Minimum years of experience

Three years of experience with projects similar in scope and complexity.

Minimum educational/degree requirements:

Associate of Arts degree.

Applicable training or certification:

None.

16. Intern

Functional responsibilities:

Reports to divisional supervisor in area of expertise. Attends all client meetings. Advises on new media and social networking. Serves as support staff to Market Research and Administrative teams.

Minimum years of experience:

At least one year of experience.

Minimum educational/degree requirements:

At least one year of college, and high school diploma.

Applicable training or certifications:

None.